

Connecting the Drops Toward Creative Water Strategies

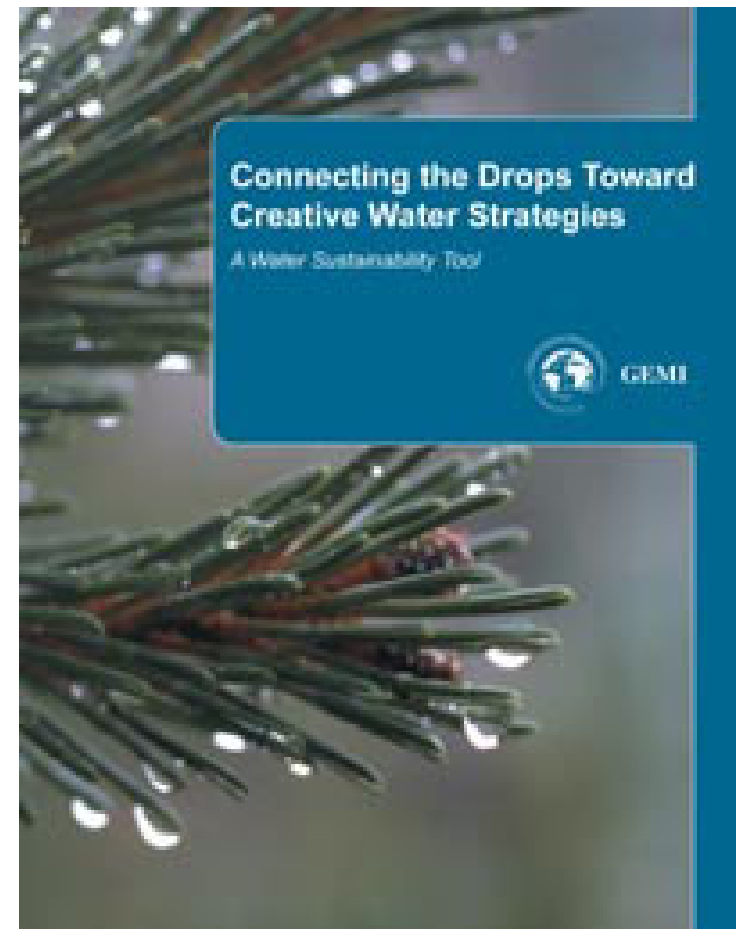
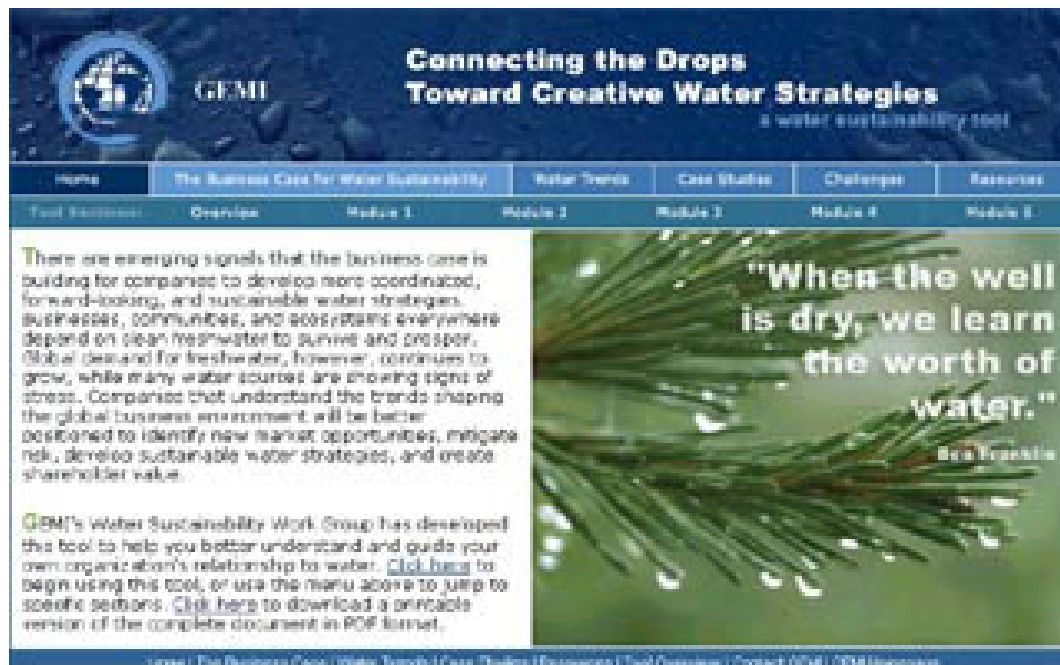
A GEMI Water Sustainability Tool

**Developed by Global Environmental Management Initiative's (GEMI)
Water Sustainability Work Group**

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Connecting the Drops Toward Creative Water Strategies A Water Sustainability Tool

A New GEMI Guidance Document



<http://www.gemi.org/water>

GEMI Water Sustainability Work Group

Background Information:

- GEMI members identified growing importance of water issues; formed Work Group
- 2001: Conducted industry benchmarking survey – access to freshwater supplies identified as an increasing area of vulnerability
- Began development of a Water Sustainability Tool for business
- June 2002: Published *GEMI Water Sustainability Tool* and companion web site

Business Case for Pursuing Sustainable Solutions to Water Management

- **Total water costs are increasing in unexpected ways.**
- **Business disruption risks are growing. Current water “allocations” are not assured into the future.**
- **Customer expectations related to water use and impacts are evolving.**
- **Businesses’ “license to operate” and ability to expand are increasingly tied to water-related performance.**

Water Sustainability Tool Goals

- **Conduct a systematic assessment of the organization's relationship to water**
- **Identify specific opportunities and risks**
- **Assess the business case for action**
- **Tailor a water strategy that addresses specific needs, competencies, and circumstances of the organization**
- **Ensure that water-related opportunities and risks are tracked and managed effectively into the future using a continual improvement framework**

Potential Relevance of GEMI Water Tool to Performance Track Members

- **Can assist facilities and companies to think more strategically about their connections to water issues and options for addressing them.**
- **Can help ensure that water uses and impacts are considered in a coordinated and strategic manner as part of a company's EMS and business planning activities.**
- **May be useful to help identify or address water-related "future commitments" under the Performance Track Program.**

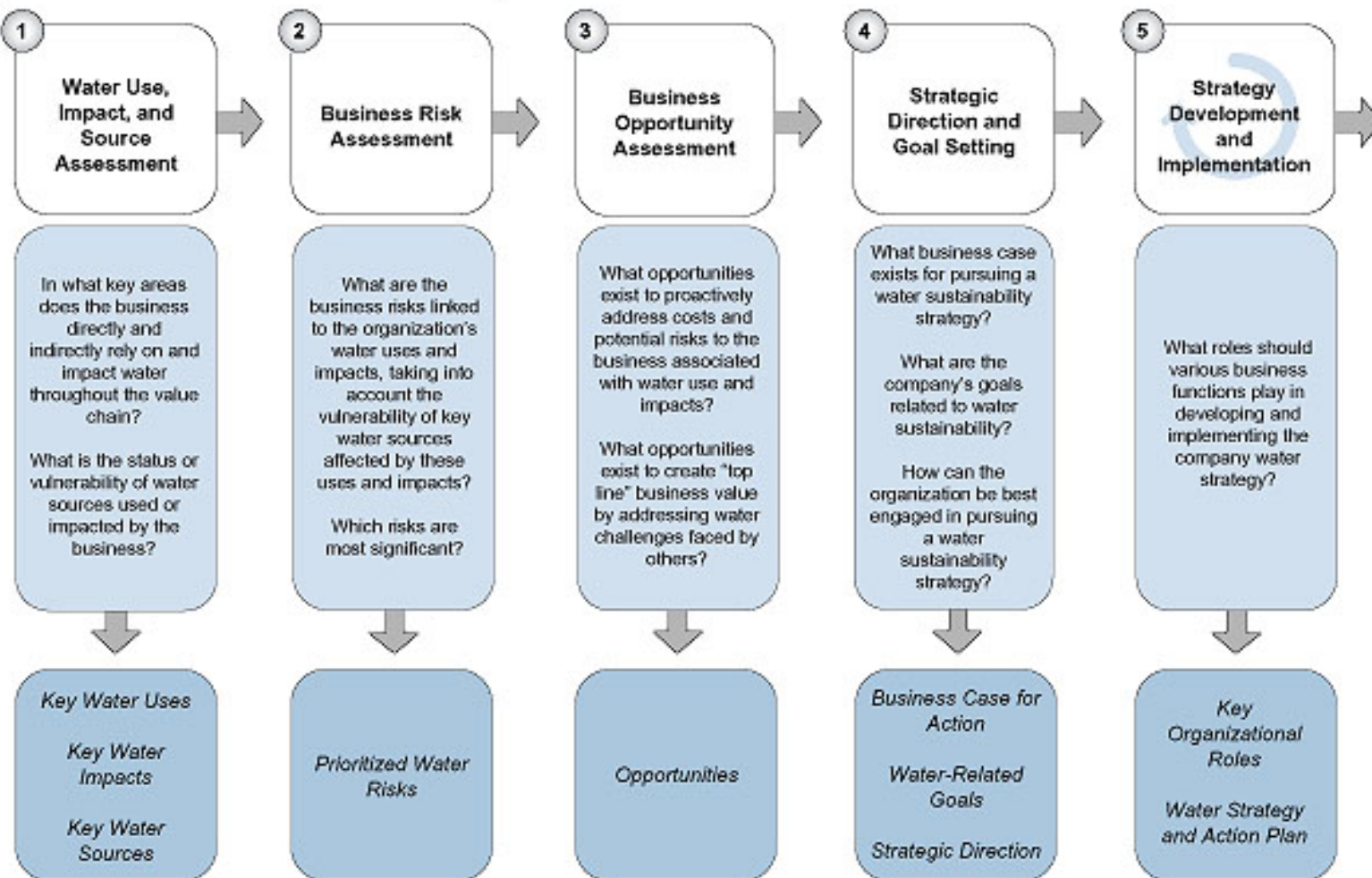
Water Sustainability Concepts

- Reduce overall use of water and improve water efficiency.
- Match water quality with appropriate use.
- Minimize adverse impacts on water quality or improve the quality of available water.
- Emphasize prevention before treatment in solving water quality challenges.

Water Sustainability Concepts (cont'd)

- Engage local stakeholders in dialogue about water management challenges using a meaningful participation process.
- Consider local human and ecosystem water needs in business decision-making.
- Raise awareness about water sustainability and the importance of effective stewardship.

GEMI Water Sustainability Tool



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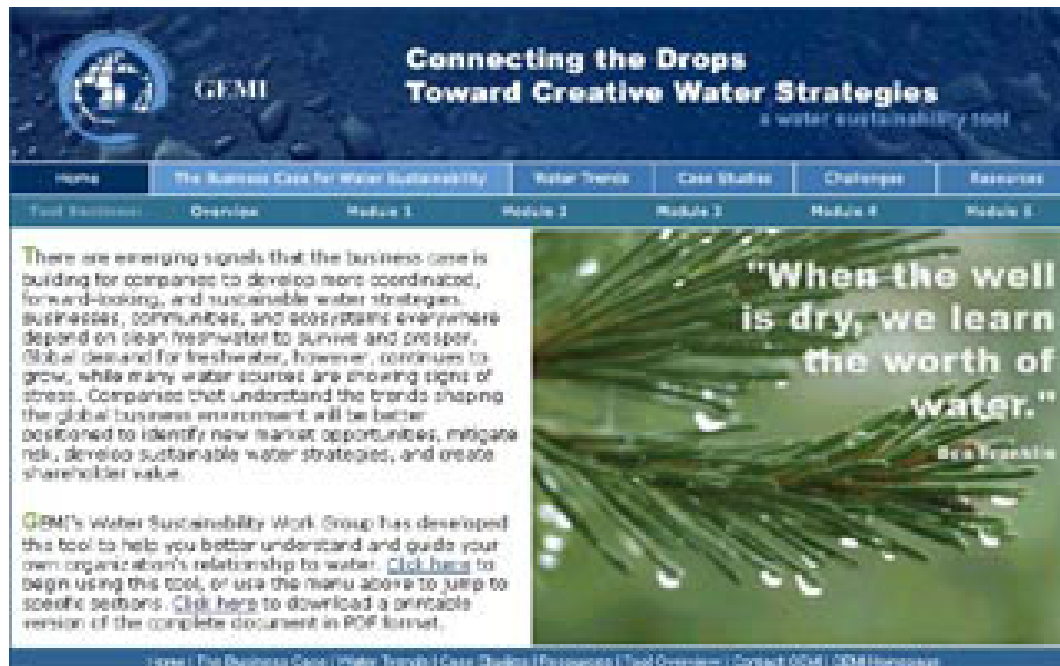
- Module 1: Water Use, Impact, & Source Assessment
- Module 2: Business Risk Assessment
- Module 3: Business Opportunity Assessment
- Module 4: Strategic Direction & Goal Setting
- Module 5: Strategy Development & Implementation

Case Studies Provided by the Following GEMI Companies

- Abbott Laboratories
- Anheuser-Busch Inc.
- Bristol-Myers Squibb Company
- The Coca-Cola Company
- ConAgra Foods
- DuPont
- Eastman Kodak Company
- Georgia-Pacific Corporation
- Intel Corporation
- Johnson Controls, Inc.
- Novartis Corporation
- Olin Corporation
- Procter & Gamble Company
- Southern Company
- Texas Instruments

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Key Lessons from the Case Studies

- Failure to strategically address water challenges can result in significant constraints and costs.
- Water risks and opportunities are present throughout the value chain.
- Numerous cost-effective opportunities exist to reduce water use, impacts, and risks.

Key Lessons from the Case Studies (cont'd)

- Companies are enhancing revenues and creating shareholder value by addressing water sustainability challenges.
- Cross-functional business teams can be highly effective in developing and implementing successful business water strategies.
- Strategic alliances can be a powerful approach for pursuing sustainable solutions
- The journey is beginning...